

## Larry Late

age: 18-23

residence: New York City

education: Attending BYU

occupation: College Student

marital status: Single without kids



"Sorry I'm late..."

Spends his day as a college student with a packed schedule

### Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

### Needs

- Needs to get to class on time
- Needs a way to remember his schedule

### Values

- Having fun
- Passing his classes

### Criteria For Success:

For him to feel successful he would need to start getting to class on time and turning all of his assignments in on time

### Wants

- Wants a way to easily remember the places of his classes
- An app that alerts him whenever he has class

### Fears

- If he does not start getting to class on time he will start to have his grade be affected

## Ryan Hubert by Keshawn Blakely

age: 28

residence: Miami, Florida

education: Master of Business Administration

occupation: Cashier at 7-eleven

marital status: Doubled married and 1 girlfriend



"Chihuahua of Wall Street"

Every day I arise from slumber prior to retrieving my necessary supplements. Naturally, the motivation invoked by currency drives me to work where I perform my honored duty, trading useless snacks and sodas in return for real money. The ignorant commoners continue to visit my divine establishment until it is finally my opportunity to go home.

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### Needs

- Money
- Power
- Knowledge

### Values

- Money
- Knowledge
- Power

### Criteria For Success:

Being better than everyone else

### Wants

- Money
- Mobile games
- Women

### Fears

- Rich people
- Failure
- dogs

## Matthew Hill (by Casey Fainberg)

age: 22

residence: Los Angeles, California

education: College Student

occupation: Barista

marital status: Single



"Don't talk to me before I have my morning coffee"

I wake up at 10 am, drink my morning coffee and then head to Starbucks where I work as a barista. I work until 4 pm and then I head home. I am a student at UCLA so when I am not working I am usually home or at a coffee shop studying.

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### Needs

- Education
- Success

### Criteria For Success:

Must be punctual.  
Must succeed and perform well in school.  
Mid to high paying job to start.

### Wants

- Success
- Wealth
- Family

## Nigel Scott, by Hong-Ming Tan

age: 24

residence: 19947 Dresden Dr, Detroit, Michigan, 313

education: High School

occupation: Apparel Resell

marital status: Single with 5 kids



"I'm chasin this bag to get outta the trenches."

I wake up every morning to the sound of police sirens. I make my nutritious breakfast of wheat bread and honey. I get on my laptop at 10:50am every Thursday to wait for the 11am Supreme drop, so I can restock for my resell game. Other than that, I'm spending all my time tryna be a good father to my 5 kids.

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### Needs

- I have to have my 2pm pb&j everyday or else I cannot function

### Values

- I am always honest
- I work hard to provide for my kids

### Criteria For Success:

I need my crew with me to always hype me up.

### Wants

- I prefer Dixon Ticonderoga #2 pencils. The way those pencils write are so smooth and pristine.
- Otherwise, I just want money

### Fears

- Sleep paralysis
- Failing my kids
- Uncrispy bacon